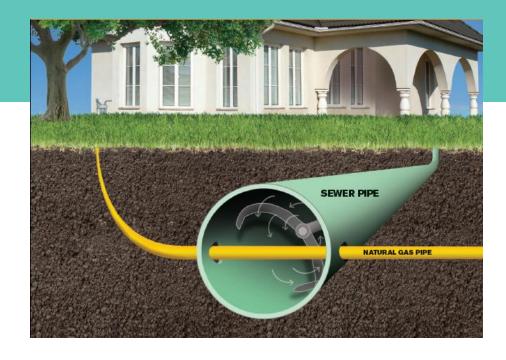
Sewer Cross Bore Program

Puget Sound Energy

Abe RomoSewer Cross Bore Program Manager

Charlie GadzikCustomer Safety Communications Manager





Presentation Summary

- PSE System Overview
- Sewer Cross Bore Program Structure
- Public Awareness
- Cross Bore Inspections
- Lessons Learned
- Program Future Outlook

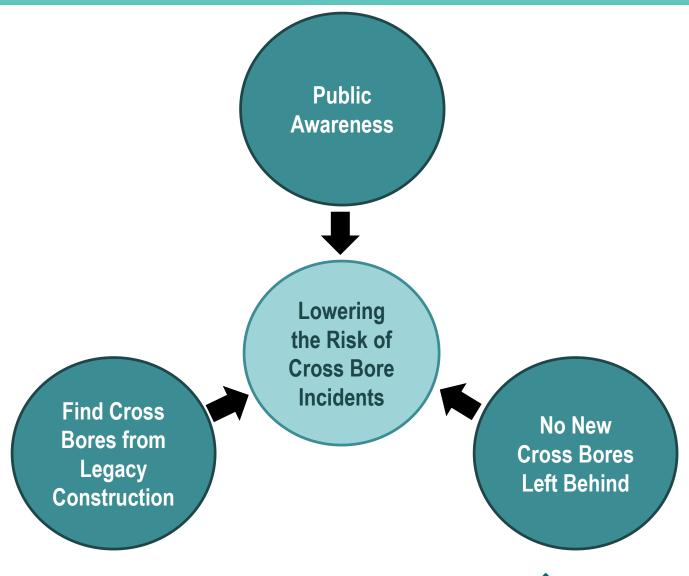


PSE Service Territory





PSE Cross Bore Program Structure





Public Awareness

Three challenges:

1. Get the word out that there's a real risk

- 2. Get residents to agree to an inspection
- 3. Get plumbers to call before clearing



Get the Word Out





Online and radio ads



TV news





Call PSE before you clear a blocked sewer.

We'll be there in an hour to make sure it's safe.

888-225-5773

Equipment tag





Get inspection access



Door tags



Letters

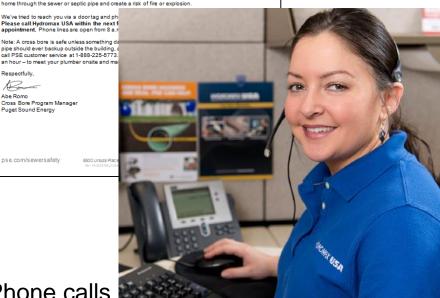
We've tried to reach you via a door tag and ph Please call Hydromax USA within the next f appointment. Phone lines are open from 8 a.n

Note: A cross hore is safe unless something d pipe should ever backup outside the building, call PSE customer service at 1-888-225-5773 an hour - to meet your plumber onsite and ma

Respectfully

Cross Bore Program Manager Puget Sound Energy

pse.com/sewersafety



Phone calls



Get plumbers to call



Direct mail



Online and radio ads

Email campaign



Hello,

A sewer cross bore is the inadvertent placement of a gas line through a sewer pipe. Cross bores can occur during trenchless construction and, though rare, present real potential hazards. If mechanical sewer clearing tools cut an intersecting gas line, fire or explosion can result. To learn more, visit PSE com/SewerSafety. And call PSE at 1-888-225-5773 before clearing a blocked sewer line. We'll send a gas first responder to locate our gas line and work with you to avoid a hazard.

We usually respond within an hour and will not charge you for this service.





USING A SEWER CLEARING MACHINE? CALL PSE FIRST. 1-888-225-5773.

LEARN MORE ▶

Puget Sound Energy - 10885 N.E. 4th Street - Bellevue, WA 98004-5591

Privacy Statement



Inspection Program Partnership

Single Vendor

PSE

Post Construction Inspections (New Construction & Legacy)

Hydromax USA

Robust Data Management



Cross Bore Program Sewer Inspections

Proximity Clearance



Push Camera



Video & GPS Data



Lateral Launch Camera



Lateral Launch Camera





Finding Pipe...in the Pipe







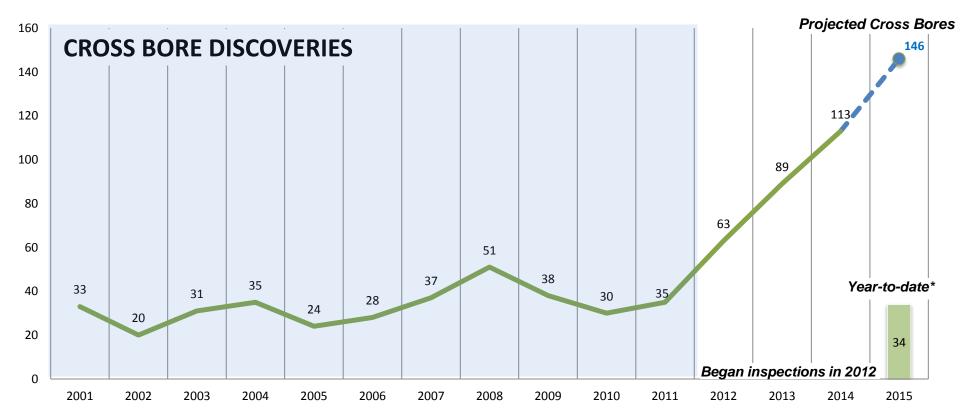








Cross Bores Discovered



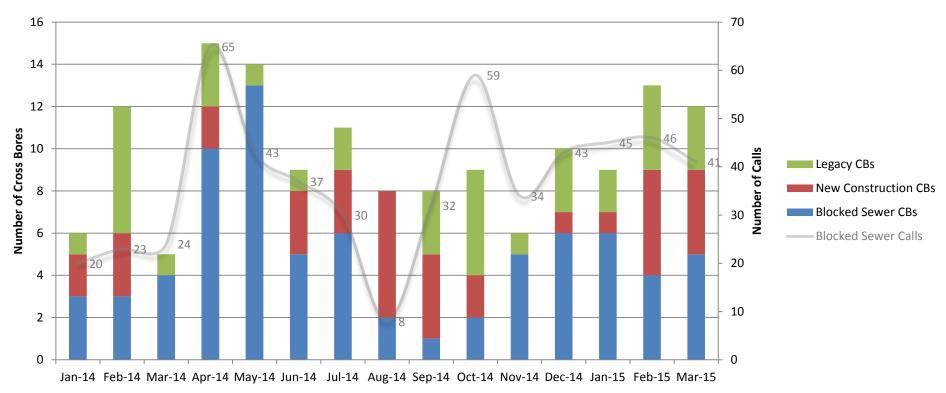
*Data updated as of 03.31.2015

Found over 650 cross bores since 2001



Cross Bores & Outreach Link

Cross Bores Found vs Blocked Sewer Calls



2014 Results			
	New Construction	Legacy	Blocked Sewer
Inspections	8250	2400	418 (calls)
Cross Bores	26	27	60



Lessons Learned

- Complex sewer systems
 - Combination of Storm and Sewer
 - Multiple laterals
 - Lack of cleanouts
- Cross bores live with dense populations
 - Urban residential concentration
- Customers and non-customers
- Highest risk
 - Blocked sewers (outside of foundation)
 - New installations (1st year)



Lessons Learned: Public Awareness

- The media can respond responsibly to a proactive message.
- It takes a lot to get customers to act.
- Most plumbers will not call before they clear.
- Most residents accept inspections without complaint.

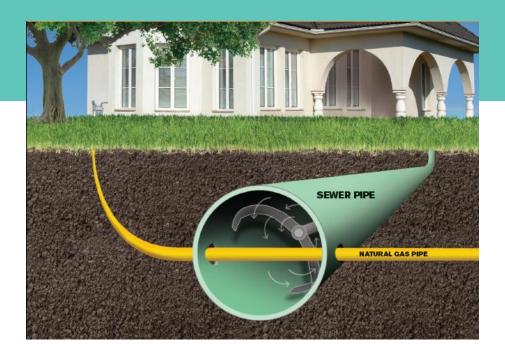


Looking Down the Pipe

- Payment for some plumber standby time
- Cross bore bounty
- Messaging to empower customers to request plumbers or drain cleaners to call PSE
- Safer clearing protocol
- Online database of cleared parcels for plumbers and the public



Questions?



Thank you

